NEED MORE INFORMATION?

We welcome your questions and comments.

Please contact:

Department of Agricultural Commissioner/ Weights & Measures
1-800-665-2900

E-mail: scanners@acwm.lacounty.gov

Website: acwm.lacounty.gov

You may also contact:

Department of Consumer Affairs
1-800-593-8222

dca.lacounty.gov

COUNTY OF LOS ANGELES

Department of Agricultural Commissioner / Weights & Measures

acwm.lacounty.gov

PRICE VERIFICATION DIVISION
(562) 622-0415

Headquarters Office
12300 Lower Azusa Road
Arcadia, CA 91006
Voice: (626) 575-5471
Fax: (626) 442-2847

South Gate Office
11012 Garfield Avenue
South Gate, CA 90280
Voice: (562) 622-0402
Fax: (562) 861-0278

This information is available in alternative formats.

For further assistance:
TDD (626) 575-5520
Voice: (626) 575-5471
Fax: (626) 442-2847

August 2014

Department of Agricultural Commissioner/ Weights & Measures

GOOD PRICING PRACTICES

A BENEFIT TO:

Your Company

Your Customers

Our Community

COUNTY OF LOS ANGELES

ACCURATE PRICING: IT IS THE LAW

Los Angeles County is strongly committed to price accuracy, and the fair and lawful treatment of consumers.

Existing state law prohibits charging a customer more than the price that is advertised, posted, or quoted.

BPC Section 12024.2

(California Business & Professions Code)

The County Scanner Ordinance, enacted by the Los Angeles County Board of Supervisors in April 2002, created a system to register and inspect scanners and other point-of-sale devices. Inspectors work full-time conducting shopping investigations to ensure that consumers are charged the lowest advertised, posted, or quoted price.

The Board enacted this ordinance because the procedures of some retailers had not been adequate to comply with the law. Departmental records indicate that Weights and Measures inspectors are being overcharged by store scanners at nearly one out of every five stores inspected.

We hope that the **"best practices"** outlined in this brochure will help you to comply with the law and build and maintain a loyal customer base.

Company ethics and values come from the top. Communicate a clear policy to all personnel that accurate pricing, customer service, and fair dealings are top priorities. Establish a system of employee incentives and rewards to encourage compliance.

Designate a price coordinator responsible for ensuring that every checkout register is accurately programmed to charge the correct price.

Establish procedures to promptly notify personnel of special sales and price changes. Emphasize that it is company policy to charge only the current sales price. Double check that the policy is being carried out.

Install viewable price display devices at the checkout registers to enable your customers to see the price charged for each item as they are being scanned. This is required by state law, BPC Section 13300 (a).

Post notices of special sale prices at each checkout register to remind customers and your employees of the current price.

Establish procedures to promptly remove promotional signage and prices as soon as a sale ends.

Assure that advertising and in-store signage accurately describe sale items so they are not confused with items to be sold at regular price.

Resolve pricing disputes and other customer complaints "on the spot." Welcome complaints as an opportunity to improve customer service and build customer loyalty.

Make amends to a customer who has been incorrectly charged or treated discourteously by providing free items or future discounts.

Conduct in-house, undercover audits to assure that pricing policies are followed and to learn where improvement is needed. Reward and publicly commend employees who serve customers especially well.

Make it easy for customers to contact you with complaints, concerns or suggestions they may have.

Designate a local or regional contact to work with consumer protection agencies that may receive complaints involving your business.

ATTENTION CONSUMERS

You are entitled to the lowest advertised or posted price offered by this store. For information or complaints, you may contact the Los Angeles County Agricultural Commissioner / Director of Weights & Measures at **1.800.665.2900** or http://acwm.lacounty.gov

Para reportar sobrecargos, puede llamar al número escrito arriba

Kurt E. Floren, Director